

# CONTRACT



**KOAT**  
 3801 Carlisle Blvd. NE  
 Albuquerque, NM 87107  
 (505)884-7777

<u>Contract / Revision</u> 961880 /		<u>Alt Order #</u> 06364306
<u>Product</u> Issue		
<u>Contract Dates</u> 10/19/12 - 10/28/12		<u>Estimate #</u> 312 REFORM NM NOW
<u>Advertiser</u> Reform New Mexico Now		<u>Original Date / Revision</u> 10/08/12 / 10/08/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOAT	<u>Account Executive</u> Mary Tricoli	<u>Sales Office</u> HRP -Washington
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 51	<u>Product Code</u> 103
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

SRCP Media Inc  
 Attention: Betsy Vonderheid  
 201 North Union Street  
 Ste 200  
 Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KOAT	10/19/12	10/25/12	Action 7 News @ 10p M-F	10-1030p		:30			NM	2	\$3,800.00
		Class of Time - Fixed Non Pre-emptible										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/19/12	10/25/12	MTWTF--				2	\$1,900.00			
N 2	KOAT	10/19/12	10/25/12	Nightline	1105-1135p		:30			NM	5	\$1,750.00
		Class of Time - Fixed Non Pre-emptible										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/19/12	10/25/12	MTWTF--				5	\$350.00			
N 3	KOAT	10/19/12	10/25/12	Anderson Cooper	11a-12n		:30			NM	5	\$1,250.00
		Class of Time - Fixed Non Pre-emptible										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/19/12	10/25/12	MTWTF--				5	\$250.00			
N 4	KOAT	10/19/12	10/25/12	Chew, The	12-1pm		:30			NM	5	\$1,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/19/12	10/25/12	MTWTF--				5	\$200.00			
N 5	KOAT	10/19/12	10/25/12	Action 7 News @ 6p	6-630p		:30			NM	5	\$6,500.00
		Class of Time - Fixed Non Pre-emptible										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/19/12	10/25/12	MTWTF--				5	\$1,300.00			
N 6	KOAT	10/19/12	10/25/12	6a A7N More In The AM	6-7a		:30			NM	5	\$5,500.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/19/12	10/25/12	MTWTF--				5	\$1,100.00			
N 7	KOAT	10/19/12	10/25/12	Good Morning America	7-9a		:30			NM	5	\$4,250.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/19/12	10/25/12	MTWTF--				5	\$850.00			
N 8	KOAT	10/20/12	10/27/12	Action 7 News @ 5p Sat	5-530p		:30			NM	2	\$1,100.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



**KOAT**  
**3801 Carlisle Blvd. NE**  
**Albuquerque, NM 87107**  
**(505)884-7777**

<u>Contract / Revision</u> 961880 /		<u>Alt Order #</u> 06364306
<u>Contract Dates</u> 10/19/12 - 10/28/12	<u>Product</u> Issue	<u>Estimate #</u> 312 REFORM NM NOW #:
<u>Advertiser</u> Reform New Mexico Now		<u>Original Date / Revision</u> 10/08/12 / 10/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1-				1	\$550.00			
Week:		10/22/12	10/28/12	-----1-				1	\$550.00			
N 9	KOAT	10/20/12	10/27/12	Sa 6a A7N More in the AM	6-9a		:30			NM	4	\$2,200.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----2-				2	\$550.00			
Week:		10/22/12	10/28/12	-----2-				2	\$550.00			
N 10	KOAT	10/21/12	10/28/12	Action 7 News @ 5p Sun	5-530p		:30			NM	2	\$1,100.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1				1	\$550.00			
Week:		10/22/12	10/28/12	-----1				1	\$550.00			
N 11	KOAT	10/26/12	10/26/12	Action 7 News @ 10p M-F	10-1030p		:30			NM	1	\$1,900.00
Class of Time - Fixed Non Pre-emptible												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----1--				1	\$1,900.00			
N 12	KOAT	10/26/12	10/26/12	Nightline	1105-1135p		:30			NM	1	\$350.00
Class of Time - Fixed Non Pre-emptible												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----1--				1	\$350.00			
N 13	KOAT	10/26/12	10/26/12	Anderson Cooper	11a-12n		:30			NM	1	\$250.00
Class of Time - Fixed Non Pre-emptible												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----1--				1	\$250.00			
N 14	KOAT	10/26/12	10/26/12	Chew, The	12-1pm		:30			NM	1	\$200.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----1--				1	\$200.00			
N 15	KOAT	10/26/12	10/26/12	Action 7 News @ 6p	6-630p		:30			NM	1	\$1,300.00
Class of Time - Fixed Non Pre-emptible												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----1--				1	\$1,300.00			
N 16	KOAT	10/26/12	10/26/12	6a A7N More In The AM	6-7a		:30			NM	1	\$1,100.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----1--				1	\$1,100.00			
N 17	KOAT	10/26/12	10/26/12	Good Morning America	7-9a		:30			NM	1	\$850.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----1--				1	\$850.00			
Totals											47	\$34,400.00

Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/01/12 - 10/28/12	47	\$34,400.00	\$29,240.00	\$2,046.80	\$31,286.80
<b>Totals</b>	<b>47</b>	<b>\$34,400.00</b>	<b>\$29,240.00</b>	<b>\$2,046.80</b>	<b>\$31,286.80</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



KOAT  
3801 Carlisle Blvd. NE  
Albuquerque, NM 87107  
(505)884-7777

<u>Contract / Revision</u> 961880 /		<u>Alt Order #</u> 06364306
<u>Contract Dates</u> 10/19/12 - 10/28/12	<u>Product</u> Issue	<u>Estimate #</u> 312 REFORM NM NOW #:
<u>Advertiser</u> Reform New Mexico Now		<u>Original Date / Revision</u> 10/08/12 / 10/08/12

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

## CONTRACT



KOAT  
3801 Carlisle Blvd. NE  
Albuquerque, NM 87107  
(505)884-7777

<u>Contract / Revision</u> 961890 /		<u>Alt Order #</u> 06364302
<u>Product</u> Issue		
<u>Contract Dates</u> 10/29/12 - 11/06/12		<u>Estimate #</u> 313 REFORM NM NOW
<u>Advertiser</u> Reform New Mexico Now		<u>Original Date / Revision</u> 10/08/12 / 10/08/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOAT	<u>Account Executive</u> Mary Tricoli	<u>Sales Office</u> HRP -Washington
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 51	<u>Product Code</u> 104
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

SRCP Media Inc  
Attention: Betsy Vonderheid  
201 North Union Street  
Ste 200  
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KOAT	10/29/12	11/02/12	Action 7 News @ 10p M-F	10-1030p		:30			NM	2	\$3,800.00
		Class of Time - Fixed Non Pre-emptible										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MTWTF--				2	\$1,900.00			
N 2	KOAT	10/29/12	11/02/12	Anderson Cooper	11a-12n		:30			NM	5	\$1,250.00
		Class of Time - Fixed Non Pre-emptible										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MTWTF--				5	\$250.00			
N 3	KOAT	10/29/12	11/02/12	Chew, The	12-1pm		:30			NM	5	\$1,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MTWTF--				5	\$200.00			
N 4	KOAT	10/29/12	11/02/12	Action 7 News @ 6p	6-630p		:30			NM	5	\$6,500.00
		Class of Time - Fixed Non Pre-emptible										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MTWTF--				5	\$1,300.00			
N 5	KOAT	10/29/12	11/02/12	6a A7N More In The AM	6-7a		:30			NM	5	\$5,500.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MTWTF--				5	\$1,100.00			
N 6	KOAT	10/29/12	11/02/12	Good Morning America	7-9a		:30			NM	5	\$4,250.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MTWTF--				5	\$850.00			
N 7	KOAT	11/03/12	11/03/12	Action 7 News @ 5p Sat	5-530p		:30			NM	1	\$550.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----1-				1	\$550.00			
N 8	KOAT	11/03/12	11/03/12	Sa 6a A7N More in the AM	6-9a		:30			NM	2	\$1,100.00
		Class of Time - Pre-emptible with notice										

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



**KOAT**  
**3801 Carlisle Blvd. NE**  
**Albuquerque, NM 87107**  
**(505)884-7777**

<u>Contract / Revision</u> 961890 /		<u>Alt Order #</u> 06364302
<u>Contract Dates</u> 10/29/12 - 11/06/12	<u>Product</u> Issue	<u>Estimate #</u> 313 REFORM NM NOW #:
<u>Advertiser</u> Reform New Mexico Now		<u>Original Date / Revision</u> 10/08/12 / 10/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----2-				2	\$550.00			
N 9	KOAT	11/04/12	11/04/12	Action 7 News @ 5p Sun	5-530p		:30			NM	1	\$550.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----1				1	\$550.00			
N 10	KOAT	11/05/12	11/05/12	Anderson Cooper	11a-12n		:30			NM	1	\$250.00
Class of Time - Fixed Non Pre-emptible												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$250.00			
N 11	KOAT	11/05/12	11/05/12	Chew, The	12-1pm		:30			NM	1	\$200.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$200.00			
N 12	KOAT	11/05/12	11/05/12	Action 7 News @ 6p	6-630p		:30			NM	1	\$1,300.00
Class of Time - Fixed Non Pre-emptible												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$1,300.00			
N 13	KOAT	11/05/12	11/05/12	6a A7N More In The AM	6-7a		:30			NM	2	\$2,200.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	2-----				2	\$1,100.00			
N 14	KOAT	11/05/12	11/05/12	Good Morning America	7-9a		:30			NM	2	\$1,700.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	2-----				2	\$850.00			
Totals											38	\$30,150.00

\*Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/29/12 - 11/05/12	38	\$30,150.00	\$25,627.50	\$1,793.93	\$27,421.43
<b>Totals</b>	<b>38</b>	<b>\$30,150.00</b>	<b>\$25,627.50</b>	<b>\$1,793.93</b>	<b>\$27,421.43</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.